



United States
Department of
Agriculture

Food and
Nutrition
Service

Mountain
Plains
Region

1244 Speer Boulevard
Denver, CO
80204-2581

Reply to
Attn of:

MAR -4 2004

SFSP-492

Subject:

Professional Rodeo Cowboys Association and Summer Food Service Program Site Visit Handbook

To:

STATE AGENCY DIRECTORS - Colorado ED, Iowa, Kansas, Missouri DPHHS,
(Special Nutrition Programs) Missouri ED, Montana OPI, Nebraska,
North Dakota, South Dakota, Utah and Wyoming

This memorandum transmits the Professional Rodeo Cowboys Association (PRCA) and Summer Food Service Program (SFSP) Site Visit Handbook. This handbook is designed to be a guide for State Agencies (SA), sponsors, sites and contestants when site visits are planned in the SFSP. Included in the Site Visit Handbook are:

- A welcoming letter from the Regional Administrators in the Mountain Plains and Southwest Regional Offices;
- An introduction to the SFSP;
- Responsibility expectations for SAs, sponsors, sites and contestants to ensure a successful visit;
- Suggestions for working with media for site visits;
- Photographs of children and other visitors during SFSP site visits in 2003;
- Contact information for SAs, PRCA and Regional Offices;
- The SFSP Week Proclamation for 2003. The Proclamation has not yet been signed for 2004;
- Clip-art graphics showing rodeo activities including the "Eat Smart. Play Hard with ProRodeo" graphic showing the Power Panther in rodeo clothes; and
- A CD ROM containing all files making up the Site Visit Handbook.

Thank you in advance for your efforts to ensure these visits are successful. If you have any questions, please contact our office at 303-844-0359.

Darlene L. Barnes
DARLENE L. BARNES
Regional Administrator

Attachment